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# IT Service Desk: The Effect of Corporate Social Media on Customer Satisfaction

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## IT Service Desk: The Effect of CSM on Customer Satisfaction

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According to a study by Morgan (2017) customer service is now a \$350 billion dollar industry and continues to have lots of problems and is accepted at face value. Previous studies suggest that companies lose \$62 billion USD per year, while spending \$700 USD per month per user on IT expenses. Another area of impact is productivity with users spending 30 mins per week trying to fix PC problems or helping a co-worker fix their PC problems (Morgan, 2017). Customer Satisfaction (CS) in the context of IT service desk has also been found to be a key performance indicator for a business or team (Siti-Nabiha, Thum, & Sardana, 2012) and as a baseline for how well a business organization is performing. Given this level of impact there is little research that focuses on customer satisfaction in relation to the IT Service Desk, and this researcher's study explored that knowledge gap.

Building on the Expectations-Confirmation theory (Oliver, 1980), and SERVQUAL (Kettinger & Lee, 1994), this study examined the factors that influence IT Service Desk Customer Satisfaction, and what influence Corporate Social Media (CSM) usage has on IT Service Desk CS. The independent variables chosen for this study were E-Ticket System Convenience, IT Service Desk Perceived Performance, IT Service Desk Expectations, IT Service Desk Response Time, and Computer Self-Efficacy. The moderating variable was Corporate Social Media usage. Data gathering was done via Survey Monkey Audience Program, where 248 respondents completed a survey using a 6-point Likert scale. Seven hypotheses were tested, and two were accepted. The two that were accepted showed that IT Service Desk Perceived Performance and IT Service Desk Expectations had a significant impact IT Service Desk Customer Satisfaction with P-values < .05. This study also had several open-ended questions to gather the respondent's general opinions on the IT Service Desk. These questions revealed the biggest complain to be that response time was slow. Given that Response Time did not show a significant impact on IT Service Desk CS it is recommended that future studies focus IT Service Desk Response Time to better understand what effects it, and how to measure it in relation to IT Service Desk CS to try and understand the discrepancy between the data and the opinions. CSM usage showed no moderation effects, and it is recommended that future studies review who uses CSM and what they use it for.

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